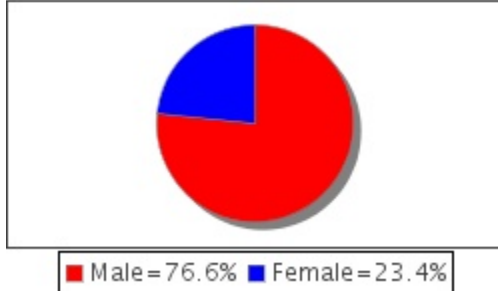


Instant Qualitative Profile

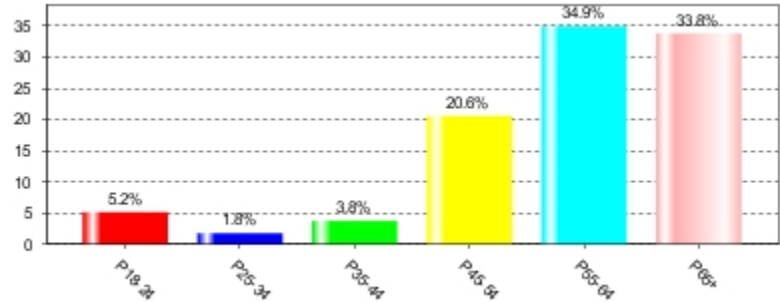


WTRC-FM -: M-S 6am-mid aqh
SOUTH BEND-ELKHART, IN - Full Survey
SCB. MID-TIER 2024-NOV/2026-MAY
Adults 18+

Gender



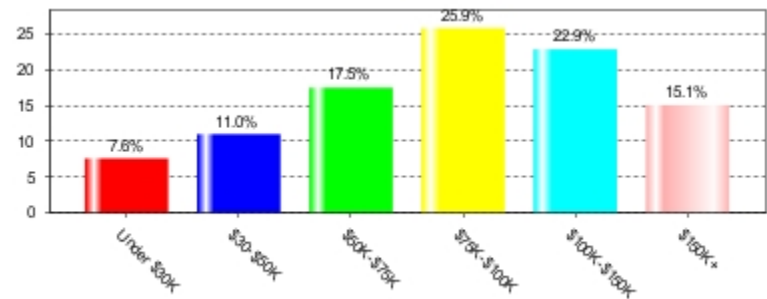
Age



Employment Status

Employed Full-Time	50.6%
Employed Part-Time	15.9%
Temporarily Not Employed	
A Homemaker	1.7%
A Student	0%
Retired	24.7%
Disabled	0.4%
Temporarily Laid-Off	0%
Not Employed-Looking For Work	3.9%
Other	2.8%

Household Income



Marital Status

Married	74%
Single (Never Married)	10.1%
Widowed	5.2%
Divorced	10.1%
Separated	0.6%

Education

Less Than 12th Grade	High School Graduate or GED	Some College	College Degree or More
1.7%	27.9%	39.2%	31.1%

Home Ownership

Own	92.1%
Rent	5.8%
Other	2.1%

Number of Persons in household under 18

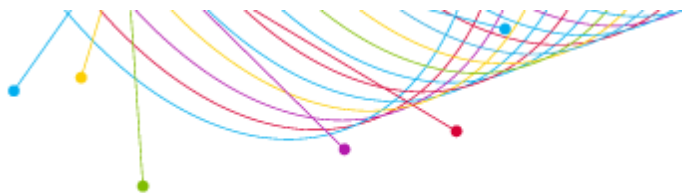
None	80.2%
One	13.6%
Two	4.7%
Three or More	1.5%

Custom Selection





AN UNCOMMON SENSE OF THE CONSUMER™



IQP Detailed Sourcing Summary

Market: SOUTH BEND-ELKHART, IN
Qualitative: SCB. MID-TIER 2024-NOV/2026-MAY
Geography: Full Survey

Qualitative Demo/Intab/Population:

Age/Gender	Qualitative	Population	Intab
Adults 18+	WTRC-FM -: M-S 6am-mid aqh	2,936	103

Additional Notices:

The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here:

http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf